



Office of Tourism & Community Events

Dear Chef/Owner,

The City of North Adams is pleased to announce the 11th Annual Berkshire Food Festival. The City will host top restaurants from the Berkshires and surrounding areas in our Downtown.

The festival date is **Sunday, June 24th, 2012 from 12:00 - 4:00 PM**. 30 x 60 foot festival tents will be erected to shade participating establishments. The street will also be home to live music, micro-brewery beer and wine tasting (pairing options will be available). This and other food related activities will make for an exciting and entertaining afternoon.

We are requiring those without a North Adams Catering License to get a "one day restaurant license" through the North Adams health department for \$50. There is a \$35 entry fee for this event.

We use the entry fee and 25 percent of your revenues to defray the costs of renting tents, tables, entertainment, promotion and other expenses. We ask that you feature two to four items priced from \$1- \$3. Customers purchase tickets from us, and then 'spend' them at food establishments.

Keep in mind that these are **samples, tastings or an "amuse bouche,"** not full entrée meals. The point of this event is to get people to try many items from many restaurants. The festival will provide tables, linens, tents, security, promotion and trash removal. You just need to arrive with your food and set-ups, and of course as much display material as you wish. Please fill out the attached forms to indicate "facility needs." **All forms, registrations and payments are due no later than May 25th.**

I hope you decide to join us for this event. Please email vbosley@northadams-ma.gov or call me at 413.664.6180 with any questions.

Sincerely,

Veronica Bosley, Director of Tourism & Community Events

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